

National Highway Traffic Safety Administration

Click It or Ticket

May 2011

Programming Summary

Media Execution

The *Click It or Ticket* campaign will run during the two weeks leading into Memorial Day. The actual flight dates are Monday, May 16, to Monday, May 30.

The primary target audiences for the campaign are men 18 to 34 years old and male teens 15 to 17 years old. The buy was made against the men/18-34 target.

The secondary target is Latino males newly arrived in the United States, and the third target is African-American men 18 to 34 years old.

The plan will use the following media:

- Broadcast television;
- Cable television;
- Radio; and
- Online

Television

Broadcast television will use prime time, late night and sports programming. Programs in these time slots will deliver the greatest individual reach of all plan elements.

Sports will focus on the NHL Conference finals, soccer, boxing, and anthology sports programming.

Broadcast networks participating will be FOX, NBC, Telefutura, and Univision.

Programming by network (broadcast & cable) is detailed below.

FOX

Comedy Encores

American Dad

Bob's Burgers

Family Guy

NBC

NHL Conference finals

2011 National Heads-Up Poker Championship

Late Night With Jimmy Fallon

Last Call With Carson Daly

Adult Swim (network)

Adult Swim prime time shows

Adult Swim late night shows

CMT

CMT Movies

Dukes of Hazzard

Fringe

Late night

Prime time

Weekend

Comedy Central

Early Fringe

Late late night

Late night

Prime time

South Park late night

South Park prime time

Weekend afternoon

Workaholics

Discovery

Deadliest Catch

MythBusters

Worst-Case Scenario

Discovery Saturday

Discovery Sunday

DSC Signature Series

Discovery Classics

ESPN

Major League Baseball
Pardon the Interruption
NBA Conference finals
NBA pre-game post-season
Outside the Lines
SportsCenter

ESPN2

Major League Baseball
SportsNation
1st & 10
ESPN First Take
Mike & Mike in the Morning
NBA Tonight
NFL Live
SportsCenter

ESPNews

Sports news
Highlight Express
SportsCenter

FSN Hometown Sports

MLB in-game (24 MLB teams)
MLB post-game (24 MLB teams)
ROS sports programming

FX

Day ROS
DVD on TV1
DVD on TV2
DVD on TV3

DVD on TV4

Two and a Half Men

FX Original Encore Showcase

FX Movie Weekend

Summer Travel Memorial Day Weekend

Role Models

Fuse

ROS –

Morning

Daytime

Early fringe

Prime

Late fringe

Overnight

Weekend

G4

Early fringe

Prime

Late night

Weekend

Attack of the Show

Ninja Warrior

X-Play

GAC

Early fringe

Prime access

Prime

Weekend

GAC Minutes

MTV2

Afternoon

Evening

Extended day

Late night

Midday
Morning
Overnight

Spike

Bellator UFC on MTV2
Coal
Daytime
Early fringe
Late night
Repo Games
Saturday/Sunday Entertainment
UFC Greatest Moments
UFC TUF
UFC Unleashed

The Country Network

24-hour ROS

TNT Sports

NBA Playoffs

TBS Sports

MLB Sunday Baseball

NBA TV

Morning
Day
Fringe
Prime
Late night
Overnight
NBA Playoff Playback
NBA TV Live before Conference finals

VS

NHL Conference finals

NHL Central pre-game conference final

ESPN Deportes

Jorge Ramos y su Banda Radio

Otros Deportes

SportsCenter

Galavision

Detras Del Saber

Las Noticias por Adela

Los Reporteros

El Rastro del Crimen

Chespirito

A Que te Ries

Las Mas Picudas

Furia Musical

Al Punto

Bienvenidos

La Jaula

Boxeo en Esta Esquina

MLS 2011

Telefutura

Laura

Cine de las Estrellas

Novela

Cinescape

Lo Mejor de Escandalo

La Tijera

Cineplex

Contacto Deportiva

Univision

Ultima Hora

Primetime Novela

Mujeres Asesinas

Novela

Al Punto

Online

The *Click It or Ticket* media plan will continue to use the online media space to convey the NHTSA occupant protection message.

The online portion of the media plan will use approximately 18 percent of the total \$8MM budget.

The goal of the plan is to raise awareness of the CIOT mobilization, and to build awareness of the CIOT brand. In addition the plan also has the goal of driving online users to one or all of the following landing pages:

Stuckwithaticket.com

Musclecarextreme.com

Bigmonsterattacks.com

Execution

The online plan will generate over 1,816,744,000 impressions on sites skewed to the NHTSA young male target for a total CPM of just \$8.27.

Ad units will include:

- Standard banner units (300x250, 160x600, 728x90)
- In-banner video
- Custom expandable overlays
- Custom canvas and custom skins
- Homepage takeovers and roadblocks
- AdFrames
- :15 video

The following will detail each Web site we recommend using for the online plan.

Blip.tv

Blip.tv is a video site that distributes close to 50,000 Web shows that are episodic only, no user-generated content. Blip.tv distributes its content all over the Web using partners such as YouTube, Hulu, Facebook, MySpace, AOL, MSN, and iTunes.

The advertising unit will be a custom, expandable overlay that will be created by Blip.tv, which will absorb all production costs in addition to pre-roll. NHTSA will receive 5 percent bonus impressions.

According to Quantcast, Blip.tv reaches 819.3M American people monthly. The site skews male and young.

Total impressions = 3,442,500.

Break.com

Break is our long-term online partner. Break.com is a user-generated content (UGC) site geared toward men. Think of it as a YouTube for guys. Break's Men's Network is the leading video site, according to comScore, Inc.

On Break.com NHTSA will have a homepage takeover with a custom execution to be delivered on 2 days within the flight. NHTSA's video creative will run on the full Break Media Network over the course of the flight.

Added value will include two days of homepage roadblocks (300x250 unit), as well as a run-of-site medium rectangle over the life of the flight.

Break.com reaches 9.6MM Americans monthly, and the Break Media Network reaches 15MM Americans monthly, according to Quantcast.

Total impressions = 23,523,623.

CBSSports.com

CBSSports is a major sports site, and is the Internet arm of CBS Sports.

The plan on CBSSports.com will include video pre-roll along with medium rectangle and skyscraper units that will employ reach media created for NHTSA by CBS at no additional cost.

CBSSports.com reaches 8.5MM Americans monthly and skews male.

Total impressions = 4,978,100.

EA (Electronic Arts)

EA offers media opportunities across online games to increase brand awareness. Advertising comes in the form of in-game integration. In other words, advertising appears on video games, such as sports games, where one would see advertising in real life.

EA can deliver this dynamic advertising to Xbox and PS3 gaming platforms.

Games will include Madden '11, NHL '11, NBA Jam, Fight Night 5, and Need for Speed: Shift 2.

Total impressions = 5,312,500.

ESPN.com

ESPN.com is the official Web site of ESPN.

The NHTSA plan will include:

- Homepage roadblock 5/24 and 5/29
- MLB Homepage Twitter Module (234x61)
- MLB Homepage Poll branded logo on 5/20 & 5/27
- News Now AM :15 video
- MLB rotating banners (728x90 & 160x600 & 300x250)
- Trendsetter targeting (demo and qualitative targeting)
- All Sports Motion video :15 unit

Added-value elements include –

- MLB Homepage Twitter module
- MLB Homepage Poll pop-up results page
- News Now AM :05 billboard

ESPN reaches 17.8MM Americans monthly, and skews male.

Total impressions = 16,964,200.

FOXSports.com

FOXSports.com provides sports news, scores, sports statistics, sports and entertainment videos, and sports fantasy leagues and fantasy information.

We are not going to renew our sponsorship of “Cubed” for this campaign. “Cubed” worked well, but ran just one day a week. Our new strategy will provide NHTSA with much more frequency. NHTSA will sponsor and own 100 percent of the pre-roll for the FOX Flash. The FOX Flash is a daily sports news bulletin that will air 8 times per day Monday to Friday, 9 a.m. to -5 p.m.

FOX Sports Flash daily video updates will include:

- In-set branding;
- Video pre-roll;
- Leader board; and
- Medium rectangle.

NHTSA will also have a presence on MLB, Golf and NHL pages. NHTSA will also receive 1,000,000 impressions to run ROS over the course of the flight.

FOXSports.com reaches 1.1 MM Americans monthly, and skews male.

Total impressions = 31,671,428.

GameSpot

GameSpot is a video gaming Web site that provides news, reviews, previews, and downloads.

NHTSA will have a “front door” takeover of the Xbox 360 and PS3 pages using a skin, 970x250, 300x250, and 728x90 units. NHTSA will also receive :15 pre-roll with a 300x250 companion ad, and 300x250 and 728x90 units running run-of-site.

NHTSA will be given 4,570,000 impressions as added-value to run on GameFAQs for PS3 and Xbox 360 pages. In addition, added-value will run on the Metacritic Front Door Homepage as a takeover with 970x250, 300x250, and skin units.

GameSpot reaches 5.7MM Americans monthly, skews male and to teens and 18- to 34-year-olds.

Total impressions = 7,262,857.

YouTube

YouTube is a video-sharing Web site on which users can upload, share, and view videos.

YouTube displays a wide variety of user-generated video content including movie clips, TV clips and music videos, as well as amateur content such as video blogging and short original videos.

The primary unit NHTSA will use will be a 480x70 in-video overlay and 300x250 companion banner. These ads will run on Premium Partner content, which refers to channels and videos against which the NHTSA ads will be shown. This way NHTSA ads show only on vetted, premium YouTube partners within their network. For example, ESPN and Vevo would be Premium Partners.

Video categories include Sports, Football, Entertainment, Automobiles & Trucks, and Gaming.

The plan will also include YouTube Promoted Videos to a level of 10,000 clicks. This will be somewhat similar to PPC search marketing. Users who search on one of the selected terms may see the NHTSA ad, and if they click, can watch the video on the YouTube channel.

The advertising on You Tube will direct users to the NHTSA YouTube channel where the various videos will be housed. So normally we're looking for click-through to one of the landing sites, but in this case users will be directed to the YouTube page.

The game, or gadget, that we asked Google to develop will not be part of this plan. The minimum plan for a gadget is \$200,000. We strongly recommend executing a smaller plan (\$100,000) to determine the ability of this effort to drive traffic to the NHTSA YouTube channel.

YouTube users are pretty well evenly split between men and women, but this plan will skew male due to the categories employed.

Total impressions = 18,622,222.

Heavy.com

Heavy.com is the Internet's home for humorous broadband video including animation, sketch comedy, satire, pranks, and other user-generated videos.

The NHTSA plan will include:

- First Impression wrapper/skin with a medium rectangle for 1 day;
- Video overlay;
- Leaderboard; and
- :15 pre-roll with companion banner.

The plan will also include integration of the CIOT message into the 5/28 webcast of Fight Day. Fight Day is a show covering mixed martial arts.

Heavy.com reaches 3.8MM unique users with 72 percent of those users being males 13 to 34 years old.

Total impressions = 5,570,000.

Hulu.com

Hulu.com is a Web site offering ad-supported on-demand streaming video of TV shows, movies, webisodes, and other content from NBC, FOX ABC and other networks and studios.

The bulk of the Hulu plan are the videos that run during short breaks in FOX program content. In addition to the NHTSA :15 videos NHTSA will receive branded slates that air at the beginning of the program. The select show platform from FOX will include Family Guy, The Simpsons, American Dad, The Cleveland Show, Cops, America's Most Wanted, Human Target, Bones, Fringe, House, and Chicago Code.

Hulu reaches 22.6MM Americans monthly. By using FOX prime programming the audience will skew more male and younger than the Hulu site does overall.

Total impressions – 1,600,853

IGN.com

IGN is a casual news/review Web site that focuses on video games, films, music and other media.

The NHTSA plan will include a sponsorship of IGN's number 1 original video series, The Daily Fix. It's the show to watch to get the latest news in games, entertainment, gear, and tech.

Sponsorship includes:

- Pre-roll video;
- Companion rectangle;
- Video player rectangle; and
- Skinned video player.

We're looking at a Friday giveaway where a prize will be awarded with a "Presented by NHTSA" announcement from the host.

Other plan elements include:

- PS3 channel homepage roadblock with skin;
- ROS pre-roll;
- Cover story pre-roll;
- Pre-roll on IGN YouTube channel;
- Video enabled medium rectangle (created by IGN);
- ROS Leaderboards; and
- Medium rectangle running on games channel.

In addition to production added-value the plan will include 2,000,000 impressions of a ROS medium rectangle, as well as 2,000,000 impressions of a custom created 300x100 unit produced by IGN.

IGN reaches 7.5MM Americans monthly and skews to young males.

Total impressions – 11,655,000

Kongregate.com

Kongregate is an online games hosting Web site that allows users to upload user-created games.

The plan element will be the :15 video pre-roll running on the Homepage and Top Games Hot New Games pages.

Added-value will include a leaderboard on the homepage and Top Games Hot New Games pages. In addition NHTSA will receive 1,000,000 bonus impressions via the :15 video pre-roll.

As part of the added-value package NHTSA be given a promotion to increase viewings of the CIOT videos. Kongregate will auto-play two of the CIOT videos when each and every visitor visits his first game page during the campaign flight. The video will have a short bumper explaining the promotion/reward. The reward will be 30 Kongregate points that users can use to play video games on the site. This worked very well for the 4Q “Over/Under” campaign.

Kongregate reaches 953M Americans monthly, and skews to a young male, especially tennagers.

Total impressions – 7,550,000

MLB.com

MLB.com is the official site of Major League Baseball.

The NHTSA plan will run on MLB.com and 30 club sites as well. Ad units will be a medium rectangle and a leaderboard. NHTSA will also have :15 video pre-roll accompanied by a 300x250 rectangle as added-value.

On MLB.com Gameday NHTSA will have a large interstitial (600x400), as well as a 300x250 rectangle and a 728x90 leaderboard.

MLB.com reaches 3.6MM Americans monthly, and skews male.

Total impressions - 5,187,500

NBC.com

NBC.com is the official site of the NBC television network.

The NBC.com plan will include:

- :15 pre-roll before full episode player (FEP);
- Branded canvas- Historically has driven very high CTR;
- FEP display (728x90, 300x60 & 300x250);
- FEP custom billboard;
- :15 pre-roll before short form videos (usually program clips); and
- ROS rectangle and leaderboard.

Added-value includes FEP pause unit as well as a short form video companion ad unit.

As a site NBC skews female, but through the long-form and short-form videos the plan will skew towards men.

Total impressions – 7,821,649

Revision3.com

Revision3 is network television for the Internet. It covers technology, comedy, modern culture, music, and more. Revision3 programming can be found on a lot of platforms including Revision3.com, iTunes, Bittorrent, Break, DivX, YouTube, PyroTV and others.

As we have done in the past we'll have the hosts of various programs talk about the CIOT message while integrating their personalities into the message.

Programs NHTSA will appear on are:

Diggnation

Totally Rad Show

Tekzilla

AppJudgement

Tekzilla Dailies

Film Riot

Film State

ByteJacker

The Young Turks

GeekBeet TV

Scam School

Hak5

Total impressions – 2,620,000

Say Media.com

Say Media will provide NHTSA reach and brand exposure via custom invitations that pre-qualify user engagement through a 3-2-1 countdown system before unit expansion. The unit expands into a full page takeover that includes the NHTSA CIOT videos.

These units, called custom AdFrames will house the three NHTSA videos, and they will be distributed across the Say network to sites that contextually, behaviorally, and demographically reach the young male audience.

This plan is based on cost-per-engagement (CPE). The CPE of \$1.02 will allow for 41,667 engagement, and will also generate an estimated 4,166,667 impressions at no cost.

TidalTV.com

TidalTV is an Internet network, but only runs video placements.

A customized site list has been created that meets the NHTSA objective of reaching men 18 to 34 years old. As added-value a BrandScore Lite Study worth \$15,000 has been added to the plan.

Total impressions = 13,333,333

Yahoo!

Yahoo! Is a major Internet portal and service provider offering search results, customizable content, e-mail, chat rooms, and pagers.

The NHTSA message will be served to registered U.S. male users 18 to 34 years old.

The elements of the plan are:

- :15 pre-roll clickable video;
- Yahoo! Messenger (second-highest performing placement on 4Q campaign);
- Yahoo! Games (contextually relevant placement);
- Yahoo! Front Page (high-reach/low-cost placement);
- Yahoo! Sports (very popular pages during NBA/NHL playoffs); and
- Yahoo! Mail (ad appears on confirmation page after mail is sent).

Total impressions – 10,391,701

NHTSA NETWORK RADIO

Network radio is used to increase the reach of the CIOT campaign, while also generating higher levels of frequency. The network radio portion of the plan will account for \$1.2MM, or 13 percent of the total budget.

PREMIERE RADIO NETWORK

Premiere Radio Network syndicates more than 90 shows to more than 5,000 radio affiliates throughout the country. Each week, Premiere Radio Network programming reaches over 190 million listeners.

The following are the program formats used for the NHTSA campaigns:

- Sports talk;
- Country;
- Rock;
- Urban;
- Premiere Satellite Radio (Coverage on Sirius/XM);
- Online radio streaming; and
- Music talk shows.

WESTWOOD ONE RADIO

Westwood One supplies over 150 radio programs to its 5,000 affiliates throughout the country. Over 190 million listeners are reached each week with Westwood One programming.

The following are the program formats used for the NHTSA campaigns:

- Sports talk;
- Country;
- Rock;
- Urban;
- NFL Network;
- MTV radio; and
- Talk (Lovelines, Dennis Miller, and Robert Wuhl).

DIAL GLOBAL

Dial Global provides over 100 different radio programs across multiple platforms to radio affiliates throughout the country. Dial Global's affiliates cover over 98 percent of the country on a multitude of formats.

The following are the program formats used for the NHTSA campaigns:

- NASCAR;
- Country;
- Rock;
- Hispanic; and
- Online radio.

CITADEL MEDIA

Citadel Media reaches over 90 percent of the country with its 4,400 radio affiliates. Each week, syndicated programs from Citadel Media are heard by 104 million listeners.

The following are the program formats used for the NHTSA campaigns:

- Rock;
- Hot AC;
- ESPN sports programming; and
- NBA basketball.

CITADEL MEDIA HISPANIC

Citadel Media Hispanic is a division of Citadel Media and reaches 52 percent of the country with 47 affiliates located in the most populated Hispanic areas of the country.

The following are the program formats used for the NHTSA campaigns:

- Hispanic music;
- Hispanic talk; and
- Sports: ESPN Deportes, MLS soccer.

UNIVISION RADIO

Univision Radio is a Hispanic radio network with coverage in 16 of the top 25 Hispanic markets, including New York, Los Angeles, San Jose, San Francisco, and Miami. Univision provides programming to over 70 affiliates.

The following are the program formats used for the NHTSA campaigns:

- Hispanic music;
- Hispanic talk; and
- Hispanic sports talk.

PERFORMANCE RACING NETWORK

Performance Racing Network is a radio network that airs NASCAR races and provides original NASCAR-related programming to over 700 station affiliates throughout the country.

The following are the program formats used for the NHTSA campaigns:

- NASCAR Sprint Cup and nationwide races; and
- NASCAR talk shows (Fast Talk, The Pit Reporters, Garage Pass, Racing Country U.S.A.)

TARGETSPOT ONLINE RADIO

TargetSpot is an online radio network that distributes advertising messages on online radio platforms, including AOL Music, Yahoo Music, Live365.com, Slackers, and MySpace radio.

Additionally, it streams these commercials on local radio stations throughout the country. Every month over 70 million people listen to online radio.

The following are the program formats used for the NHTSA campaigns:

- Country;
- Rock;
- Hot AC;
- Sports Talk; and
- CHR.